

**Digital On-Premises Sign Ordinance  
Stakeholder Committee Meeting**

**Cliff Morton Development and Business Services Center  
1901 S. Alamo  
Training Room A**

**Monday, January 25, 2010**

**Meeting Notes**

**Committee Members:**

Teri Bilby  
Bill Bourne  
Art Downey  
Larry Gottsman  
Barbara Hall  
Joel Heine  
Steve Richmond  
Chuck Saxer  
Pete Sitterle  
Lydell Toye

**Attendees:**

Mike DeNuccio  
Frank Burney  
Ruben Lizalde

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**1. Introductions**

- Staff and committee members introduced themselves
- Thank you for sign tour

**2. Presentation by Andrew Spurgin (please see attached presentation)**

**3. Committee Discussion on Brightness, Animation, Sign Area, Height, Spacing, Hours of Operation**

- A committee member asked about the possibility to regulate brightness within current code. City Attorney said we cannot regulate brightness under current code.
- Brightness: Committee members agree brightness is an issue. There was agreement among committee to limit brightness to 0.3 foot-candle. Committee would like digital signs to utilize photocells. Committee discussed the possibility of retrofitting old signs with photocells.
- Animation: Most of the committee members agree that animation is an issue and needs to be discussed further.
- Sign Area: Committee member mentioned that the cost of a digital sign limits the sign area. Current code allows up to 375 square feet. Most of the committee members agree that sign area is not a major issue.
- Height: Committee members agree to one double-faced digital sign per pole. Height was not a major issue for the committee members.

- Spacing: Committee members agree spacing for a residential area is an issue. A committee member suggested that digital signs next to residential areas be dimmed. Spacing issue needs to be discussed further.
- Hours of Operation: A committee member suggested a digital sign should be tied to business hours. Another committee member suggested a digital sign be turned on 30 minutes before start of business and shut off 30 minutes after close of business. Hours of Operation issue needs to be discussed further.

### **Next Steps**

- Staff will put together a list of digital signs that have received complaints
- Staff will draft ordinance recommendations to include recent suggestions and email to committee before next meeting
- Staff will post the results of sign tour on its website
- The committee agreed to meet next on February 11, 2010 at 3 p.m.